

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>Lorillard</u>	<u>Liggett</u>
Base Full Year 1995	47.31	27.58	16.07	7.14	1.71
August 3, 1996 (YTD)	<u>49.24</u>	<u>26.52</u>	<u>15.08</u>	<u>7.32</u>	<u>1.61</u>
	1.93	(1.06)	(0.99)	0.18	(0.10)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base Full Year 1995	71.28	28.72	22.31	6.42
August 3, 1996 (YTD)	<u>73.23</u>	<u>26.77</u>	<u>20.76</u>	<u>6.01</u>
	1.95	(1.95)	(1.55)	(0.41)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base Full Year 1995	30.69	8.93	5.98	1.17	4.90
August 3, 1996 (YTD)	<u>33.01</u>	<u>9.03</u>	<u>5.62</u>	<u>0.92</u>	<u>5.11</u>
	2.32	0.10	(0.36)	(0.25)	0.21

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base Full Year 1995	4.42	3.04	3.83	1.30	0.59
August 3, 1996 (YTD)	<u>4.80</u>	<u>2.98</u>	<u>3.66</u>	<u>1.23</u>	<u>0.57</u>
	0.38	(0.06)	(0.17)	(0.07)	(0.02)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base Full Year 1995	4.53	1.56	0.33	4.98	1.28	0.84	0.97	0.48	5.29
August 3, 1996 (YTD)	<u>4.61</u>	<u>1.37</u>	<u>0.27</u>	<u>4.97</u>	<u>1.32</u>	<u>0.56</u>	<u>0.64</u>	<u>0.34</u>	<u>4.95</u>
	0.08	(0.19)	(0.06)	(0.01)	0.04	(0.28)	(0.33)	(0.14)	(0.34)

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B & W</u>
Base Full Year 1995	1.05	3.63	1.07	0.67
August 3, 1996 (YTD)	<u>0.78</u>	<u>3.54</u>	<u>1.10</u>	<u>0.58</u>
	(0.27)	(0.09)	0.03	(0.09)

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Source: Nielsen Integrated Database

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base 4th Quarter 1995	48.05	27.15	15.63	7.33	1.65				
August 3, 1996 (QTD)	<u>49.63</u>	<u>26.05</u>	<u>15.05</u>	<u>7.38</u>	<u>1.64</u>				
	1.58	(1.10)	(0.58)	0.05	(0.01)				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>					
Base 4th Quarter 1995	72.41	27.59	21.50	6.09					
August 3, 1996 (QTD)	<u>73.65</u>	<u>26.35</u>	<u>20.71</u>	<u>5.65</u>					
	1.24	(1.24)	(0.79)	(0.44)					
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>				
Base 4th Quarter 1995	31.59	9.01	5.95	1.18	5.11				
August 3, 1996 (QTD)	<u>33.53</u>	<u>8.99</u>	<u>5.44</u>	<u>0.79</u>	<u>5.21</u>				
	1.94	(0.02)	(0.51)	(0.39)	0.10				
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>				
Base 4th Quarter 1995	4.63	3.00	3.79	1.30	0.58				
August 3, 1996 (QTD)	<u>4.96</u>	<u>3.00</u>	<u>3.60</u>	<u>1.22</u>	<u>0.56</u>				
	0.33	0.00	(0.19)	(0.08)	(0.02)				
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base 4th Quarter 1995	4.57	1.47	0.30	4.97	1.31	0.68	0.74	0.39	5.19
August 3, 1996 (QTD)	<u>4.70</u>	<u>1.28</u>	<u>0.26</u>	<u>5.00</u>	<u>1.34</u>	<u>0.53</u>	<u>0.60</u>	<u>0.31</u>	<u>5.02</u>
	0.13	(0.19)	(0.04)	0.03	0.03	(0.15)	(0.14)	(0.08)	(0.17)
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B & W</u>					
Base 4th Quarter 1995	0.92	3.47	1.06	0.64					
August 3, 1996 (QTD)	<u>0.71</u>	<u>3.30</u>	<u>1.15</u>	<u>0.48</u>					
	(0.21)	(0.17)	0.09	(0.16)					

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Source: Nielsen Integrated Database

NIELSEN INTEGRATED DATA
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&W</u>	<u>Lorillard</u>	<u>Liggett</u>
Base December 1995	48.58	27.05	15.35	7.25	1.59
August 3, 1996 (MTD)	<u>49.32</u>	<u>26.21</u>	<u>15.08</u>	<u>7.39</u>	<u>1.74</u>
	0.74	(0.84)	(0.27)	0.14	0.15

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base December 1995	72.80	27.20	21.34	5.86
August 3, 1996 (MTD)	<u>73.63</u>	<u>26.37</u>	<u>20.58</u>	<u>5.80</u>
	0.83	(0.83)	(0.76)	(0.06)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base December 1995	32.04	9.05	5.94	1.12	5.12
August 3, 1996 (MTD)	<u>33.45</u>	<u>8.98</u>	<u>5.43</u>	<u>0.78</u>	<u>5.27</u>
	1.41	(0.07)	(0.51)	(0.34)	0.15

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base December 1995	4.62	2.96	3.78	1.28	0.58
August 3, 1996 (MTD)	<u>4.94</u>	<u>2.97</u>	<u>3.59</u>	<u>1.21</u>	<u>0.56</u>
	0.32	0.01	(0.19)	(0.07)	(0.02)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base December 1995	4.65	1.47	0.30	5.05	1.31	0.64	0.71	0.37	4.99
August 3, 1996 (MTD)	<u>4.48</u>	<u>1.30</u>	<u>0.25</u>	<u>5.03</u>	<u>1.35</u>	<u>0.53</u>	<u>0.61</u>	<u>0.32</u>	<u>5.03</u>
	(0.17)	(0.17)	(0.05)	(0.02)	0.04	(0.11)	(0.10)	(0.05)	0.04

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>B & W</u>
Base December 1995	0.86	3.33	1.04	0.63
August 3, 1996 (MTD)	<u>0.69</u>	<u>3.36</u>	<u>1.25</u>	<u>0.50</u>
	(0.17)	0.03	0.21	(0.13)

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Source: Nielsen Integrated Database